

**TESI DI LAUREA - SESSIONE MARZO 2026**  
**lunedì 30 marzo 2026 ore 9 - aula1 sede Caniana**

	matricola	cognome candidato/a	nome candidato/a	titolo tesi	relatore/ relatrice	correlatore/ correlatrice	corso di laurea magistrale in
1	1075020	BOLOGNINI	FRANCESCA	Linguaggio e valore relazionale nei chatbot di customer service: il ruolo della forza modale nell'interazione uomo-macchina	MANGIO' FEDERICO		ECONOMIA AZIENDALE, DIREZIONE AMMINISTRATIVA E PROFESSIONE
2	1095956	COMENTALE	FEDERICO	Communication in Serie A: A Comparative Analysis of Six Clubs' Social Media Strategies through the Lenses of the Fans	MANOLI ARGYRO ELISAVET		INTERNATIONAL MANAGEMENT AND MARKETING
3	1093811	DRINKUTH	PAULINE BEATRICE	Sustainability and Greenwashing in Sports Communication: Exploring Fans' Perceptions and Reactions	MANOLI ARGYRO ELISAVET		INTERNATIONAL MANAGEMENT AND MARKETING
4	1095432	GHISLETTI	ENRICO	Inclusive Marketing in Sports: Real Commitment or Mere Strategy?	MANOLI ARGYRO ELISAVET		INTERNATIONAL MANAGEMENT AND MARKETING
5	1066088	MAGGI	ALESSANDRO	Corporate Governance in Long-Cycle Innovation: Evidence on R&D Conversion Efficiency in the Biopharmaceutical Industry	KAWAI NORIFUMI		INTERNATIONAL MANAGEMENT AND MARKETING
6	1072400	MELONI	GIADA	Rethinking Learning in Management Education: The Role of Generative AI in Shaping Students' Motivation, Autonomy and Performance	ANDREINI DANIELA	RUGGIERO FEDERICO	INTERNATIONAL MANAGEMENT AND MARKETING
7	1092483	POMILIA	CARLORENZO	Family Governance Mechanisms and Perceived Cohesion in Family Firms	BETTINELLI CRISTINA		INTERNATIONAL MANAGEMENT AND MARKETING
8	1074670	POMONI	MARIA	The drive for internationalization in third-generation family businesses: the case of the Premana industrial district	BETTINELLI CRISTINA		INTERNATIONAL MANAGEMENT AND MARKETING
9	1076827	RAVASIO	SIMONE	Identity Continuity and Resilience in Italian Family-Founded Luxury Fashion Firms during Critical Transitions: Governance and Heritage Stewardship across Ownership Trajectories	BETTINELLI CRISTINA		INTERNATIONAL MANAGEMENT AND MARKETING
10	1067698	ALBORGHETTI	GIORGIA	Strategie di regolazione emotiva e attivismo di marca: come gli utenti reagiscono ai messaggi dei CEO. Il caso in Minnesota	MANGIO' FEDERICO		MANAGEMENT, INNOVAZIONE E FINANZA
11	1074300	MAZZÀ	ANDREA	Apprendimento esperienziale attraverso GenAI: creazione e personalizzazione di un chatbot	ANDREINI DANIELA	RUGGIERO FEDERICO	MANAGEMENT, INNOVAZIONE E FINANZA
12	1087619	ARDAKANI	ALI	INFLUENCER MARKETING PER LE PMI	ANDREINI DANIELA	QUADRI MARTINA	MANAGEMENT, MARKETING AND FINANCE
13	1090446	ASADOLLAHI	MARYAM	Artificial Intelligence and Customer Purchase Intention, the Moderating Role of Customer Trust and the Mediating Role of Customer Engagement	MANOLI ARGYRO ELISAVET		MANAGEMENT, MARKETING AND FINANCE

PRESIDENTE: prof.ssa Argyro Elisavet Manoli

COMMISSIONE: prof.ssa Daniela Andreini  
prof.ssa Cristina Bettinelli  
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